

ARAILYM PERNEBAY

ECONOMIST - MARKETING

PROFILE

Business developer with strong marketing acumen and proficient in analyzing market data. Extensive experience in customer service, extremely motivated for career developing goal.

CONTACT

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COMPUTER SKILLS

- Google Drive, Docs
- MS Office, Word
- MS Excel, Spreadsheets
- MS PowerPoint, Presentations
- Social Media
- Canva, Dropbox, Airtable
- Create motion videos, banners

LANGUAGES

Kazakh - native

Russian - bilingual

English - upper-intermediate

Hungarian - basic

German - basic

EDUCATION

Szechenyi Istvan University, Gyor, Hungary (2021-2023)

- International Economy and Business Master programme
- Holder of Stipendium Hungaricum merit-based Scholarship

Kazakh national university named Al-Farabi, Almaty, Kazakhstan (2017-2021)

- High school of Economy and Business, Department of Business Technology, Marketing
- Merit-based academic Full Scholarship| monthly stipend
- GPA 3.86/4

COURSES

English for career development certificate , (05/2020)

University of Pennsylvania, Coursera

Excel Skills for Business: Essentials, (05/2020)

Macquire University, Coursera

The Power of Macroeconomics: Economic Principles in the Real World, (09/2020)

University of California, Irvine, Coursera

Managing Emotions in Times of Uncertainty & Stress(01/2021)

Yale University, Coursera

Write Professional Emails in English, (01/2021)

Georgia Institute of Technology , Coursera

Youthpass, Mobility of youth workers, (07/2022)

Solidarity Tracks, offline, Lefkada, Greece

VOLUNTEERING EXPERIENCE

UNICEF (9/2020-12/2020)

- Member of a children's rights education and training team
- Conducting social surveys and interviews
- Organizing online photo exhibitions and creating infographics
- Writing articles

Al-Farabi Charity Environment (2/2020-3/2020)

- Raised money through social media campaigns to provide grocery and household supplies for lonely elderly people and low-income families

“Sunkar” Student Club (9/2017-5/2018)

- Managed a team of 15 people
- Organized 12 team buildings
- Assisted in creating event plan and finding venues

Volunteer League (10/2018)

- Provided physical and logistical support to presenters and event attendees attending Global Synergy Forum
- Coordinated sign-in table for volunteers; supervised volunteers in decorating

European Solidarity Corps, Smart City Concept implementation in term of Art & Culture (05/2022 - 07/2022)

- Promoting online educational platform;
- Making content for system modules;
- Sharing ideas to improve and develop the platform in the world;

AWARDS

- A winner of XII Republican Marketing Olympiad, 2020
- 2nd place in Regional Marketing Olympiad, 2018
- A thank-you note for leading an active student life by “Sunkar” Student Club
- Youthpass, Mobility project, 2022
- Smart city in art and culture volunteer, Lefkada, Greece, 2022

EXPERIENCE

Account executive (11/21 - 01/2022)

HESPERIUM MARKETING, UK, London

- Provide marketing service;
- Daily connection with 15 clients;
- Call and conclude an agreement with foreign companies;

Marketer Sales Intern (09/2021 - 10/2021)

IFORTIS WORLWIDE, American Ruler Private Limited, India

- Created presentations for business subjects
- Assisted with business plan development

English language trainer, (11/2020-08/2021)

AiPlus educational center, Nur-Sultan, Kazakhstan

- Preparing 4-5-6 grade pupils for national exam for NIS and RPMS
- Printing all materials in advance
- Work with psychological mindset of children
- Increased the results of monthly tests by 25%

Marketer/Content writer intern (7/2020 - 8/2020)

Alyssa a Hogan Enterprise, Florida, USA

- Conducted market research and analyzed current trends
- Created content for social media platforms, including LinkedIn and Facebook
- Assisted with business plan development